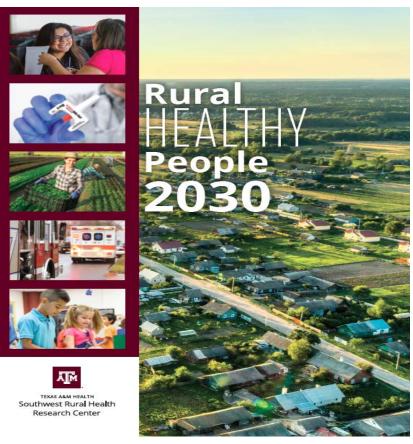
Rural Healthy People 2030: Charting a Course for Rural Health Over the Next Decade

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Funding Source

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- The Rural Healthy People 2030 volume was supported by the Texas A&M Health Science Center
- The information, conclusions, and opinions expressed in this presentation are those of the authors and no endorsement by FORHP, HRSA, HHS or the Texas A&M Health Science Center is intended or should be inferred
- Neither of the presenters have any conflicts of interest to disclose







What is Healthy People?

- Healthy People is an initative led by HHS through the Office of Disease Prevention and Health Promotion
- Since 1980, Healthy People has set measurable objectives decade by decade to improve the health and well-being of the United States
- Basic idea: have experts in various health fields set goals for improvement over a given decade and then track progress
- Gives nation health goals to strive for and often results in health improvement
- Healthy People 2030 was launched in 2020 and is meant to guide us over the current decade







The Origins of Rural Healthy People

Originally commissioned by the Office of Rural Health Policy (ORHP) in 2002
 >Impetus: Healthy People was not appropriately accounting for rural health

Rural Healthy People 2010: A Companion to Healthy People
 The first ever rural-health companion to Healthy People

➢Goal: ask rural health stakeholders which Healthy People 2010 goals were most critical to population health in rural America

Helped identify rural priorities within Healthy People to guide funding and attempts at progress







Rural Healthy People 2010: Top Rural Health Priorities

Top 10 Priorities			
Rank	Objective		
1	Access to Quality Health Care		
2	Heart Disease and Stroke		
2	Diabetes		
4	Mental Health and Mental Disorders		
5	Oral Health		
6	Tobacco Use		
6	Substance Abuse		
6	Education and Community-Based Programs		
6	Maternal, Infant, and Child Health		
10	Nutrition and Overweight Status		
10	Cancer		
10	Public Health Infrastructure		

Priorities 11-15				
Rank	Objective			
13	Immunization and Infectious Disease			
13	Injury and Violence Prevention			
15	Family Planning			
15	Environmental Health			

Note: Priority ranking based on average percentages Of four groups of state and local rural health leaders Choosing objectives as a priority. There were Virtual ties among some priorities.







Rural Healthy People 2020 Aims & Objectives

- Second iteration of Rural Healthy People
- Conduct a national survey of rural stakeholders to identify Healthy People objectives that are most critical to rural America
- Identify and catalogue what worked or had promise based on the evidence from the prior decade
- Disseminate this information to local, state, and federal policymakers
- Work with federal, state, and local agencies as well as other rural stakeholders to continue discussions on what to measure, how to measure it, and strategies for improving population health in rural America





Rural Healthy People 2020 Survey

- Survey originally fielded in December 2010
 - •755 respondents
- Survey fielded again in Spring 2012 preceded by:
 - Webinar on Rural Healthy People sponsored by the National Organization of State Offices of Rural Health (NOSORH)
 - Letters to select State Health Officers
- Resulted in a total of 1,214 respondents







Rural Healthy People 2020: Top 20 Rural Health Priorities

Top 20 Priorities 10 Years Later			
Rank	Objective		
1	Access to Quality Health Care		
2	Nutrition & Weight Status		
2	Diabetes		
4	Mental Health and Mental Disorders		
5	Substance Abuse		
6	Heart Disease and Stroke		
7	Physical Activity and Health		
8	Older Adults		
9	Tobacco Use		
10	Cancer		

Priorities 11 - 20			
Rank	Objective		
11	Education and Community-Based Programs		
12	Oral Health		
13	Quality of Life and Well-Being		
14	Immunizations and Infectious Disease		
15	Public Health Infrastructure		
16	Family Planning and Sexual Health		
17	Injury and Violence Prevention		
18	Social Determinants of Health		
19	Health Communication & Health IT		
20	Environmental Health		



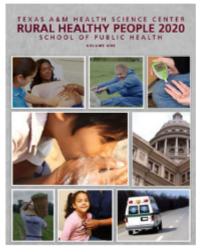




Rural Healthy People 2020

Volume 1

Volume 1 includes chapters on rural health priorities 1-10:

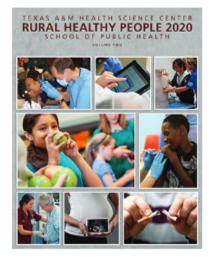


- Access to Quality Health Services
- Nutrition and Weight Status
- Diabetes
- Mental Health
- Substance Abuse
- Heart Disease and Stroke
- Physical Activity
- Older Adults
- Maternal and Child Health
- Tobacco Use

Volume 1 posted online in May, 2015 https://srhrc.tamhsc.edu/rhp2020/rhp2020-v1-download.html

Volume 2

Volume 2 includes chapters on rural health priorities 10-20:



- Cancer
- Health Education
- Oral Health
- Quality of Life
- Immunizations, Infectious Diseases
- Public Health.Infrastructure
- Sexual Health and Family Planning
- Injury and Violence Prevention
- Social Determinants of Health
- Information Technology

Volume 2 posted online in November, 2015 https://srhrc.tamhsc.edu/rhp2020/rhp2020-v2-download.html







Healthy People 2030

• Launched by federal government in August 2020

- Fifth iteration of Healthy People
- •Once again focused on national objectives to address nation's top public health priorities
- Focus on fewer objectives and higher data standards







Biggest Differences: Healthy People 2020 vs. Healthy People 2030

- While the number of HP objectives was reduced (including sub-objectives), the number of overall objectives (the focus of Rural Healthy People) was increased
- There are now 62 priorities to guide health promotion and disease prevention efforts
- For the first time, objectives grouped into 5 topics:
 > Health Conditions (e.g. Addiction, Diabetes, Obesity, Mental Health Conditions)
 - >Health Behaviors (e.g. Sleep, Physical Activity, Vaccination, Injury Prevention)
 - ➢Populations (e.g. Older Adults, People with Disabilities, Children, LGBT)
 - Settings and Systems (e.g. Schools, Transportation, Community, Hospitals and Emergency Services)
 - Social Determinants of Health (e.g. Economic Stability, Education Access, Neighborhood and Built Environment)







Why is **Rural Healthy People Still Critical?**

- The changes in Healthy People 2030 mean that we know very little about the importance of new objectives in rural America
- Research over past several years by Southwest Rural Health Research Center indicates that rural areas lag in achieving Healthy **People** objectives
 - Yaemsiri, S., Alfier, J. M., Moy, E., Rossen, L. M., Bastian, B., Bolin, J., ... & Heron, M. (2019). Healthy People 2020: rural areas lag in achieving targets for major causes of death. Health Affairs, 38(12), 2027-2031.
 - Callaghan, T., Ferdinand, A., Akinlotan, M., Primm, K., Lee, J., Bolin, J. (2020). Healthy People 2020 Progress for Leading Causes of Death in Rural and Urban America: A Chartbook. Policy Brief. Southwest Rural Health Research Center. Prepared for the Federal Office of Rural Health Policy. <u>https://srhrc.tamu.edu/publications/healthypeople-2020-progress-</u> for-leading-causes-of-death-chartbook.pdf

RURAL HEALTH

By Sirin Yaemsiri, Johanna M. Alfier, Ernest Moy, Lauren M. Rossen, Brigham Bastian, Jane Bolin, Alva O. Ferdinand, Timothy Callaghan, and Melonie Heron

DATAWATCH

Healthy People 2020: Rural Areas Lag In Achieving Targets For Major Causes Of Death

HEALTH AFFAIRS 38, 0. 12 (2019): 2027-2031 ©2019 Project HOPE-The People-to-People Health Foundation Inc.

DOI: 10.1377/bltbaff.2019.0091

For the period 2007-17 rural death rates were higher than urban rates for the seven major causes of death analyzed, and disparities widened for five of the seven. In 2017 urban areas had met national targets for three of the seven causes, while rural areas had met none of the taraets.

oor nutrition, uncontrolled diadisorders. heart disease, and stroke.14 We evaluated rural and urban progress toward national targets for rates of the seven major causes of major causes of death in urban and rural areas death tracked by Healthy People 2020 (exhibit 1). Healthy People 2020 is an initiative led by the tem. Nationally, urban areas had met or ex-Department of Health and Human Services that ceeded the national targets for three of the seven provides a national framework for setting and major causes of death (coronary heart disease, tracking public health priorities.⁵ The seven ma- cancer, and diabetes related) as of 2017, while

Sirin Yaemsiri is a senior ural America faces numerous pub- ported as underlying or multiple cause codes), statistician at the US lic health challenges, including re- stroke (I60-I69), chronic obstructive pulmo-Sovernment Accountabilit duced access to health services, nary disease (COPD) among adults ages forty-Office, in Washington, D.C. five and older (J40-J44; excludes asthma), un-She was a statistician in the Division of Analysis and betes, mental and substance use intentional injury (V01-X59 and Y85-Y86), and Epidemiology, National Center suicide (*U03, X60-X84, and Y87.0) for Health Statistics (NCHS). We analyzed age-adjusted death rates for the in Hyattsville, Maryland, at the time this work was conducted using data from the National Vital Statistics Sys-

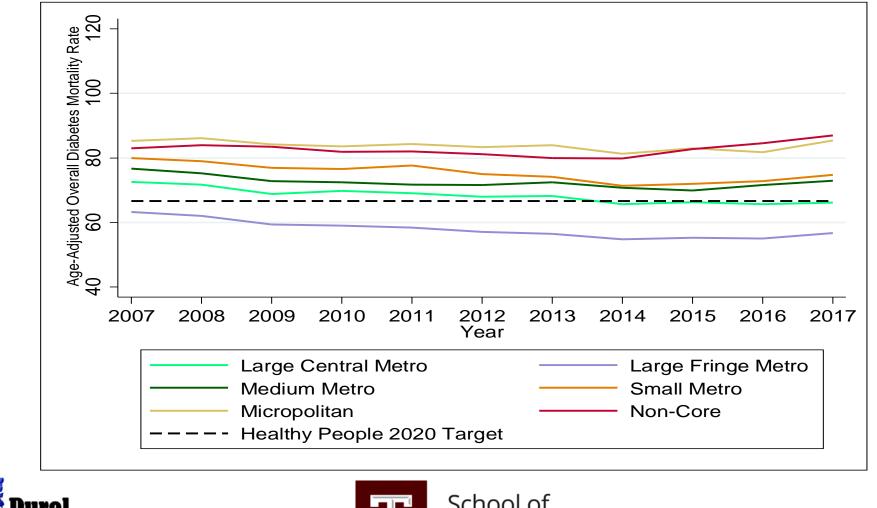
Johanna M. Alfier (mpo3@cdd .gov) is a statistician in the Division of Analysis and Epidemiology, NCHS.







Overall Age Adjusted Diabetes Deaths by Year

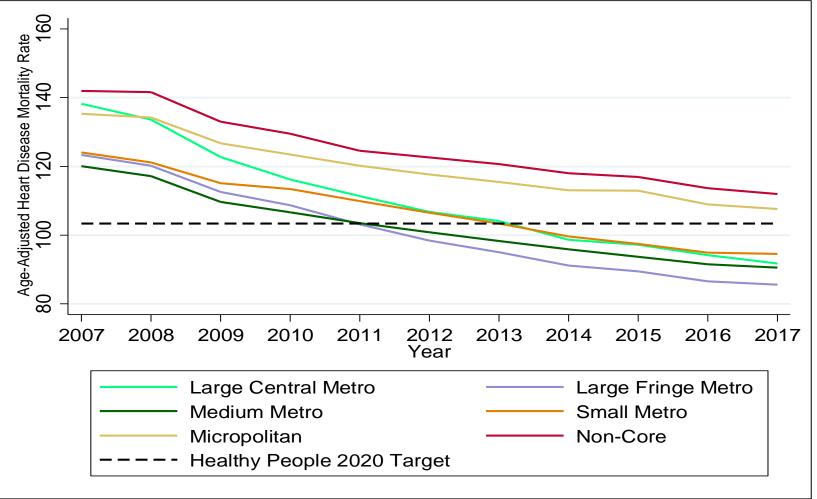








Overall Age Adjusted Heart Disease Deaths by Year

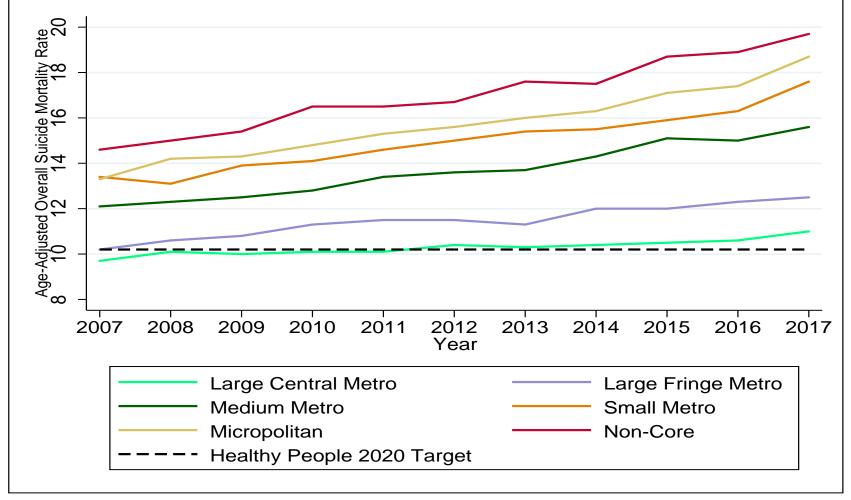








Overall Age Adjusted Suicide Deaths by Year

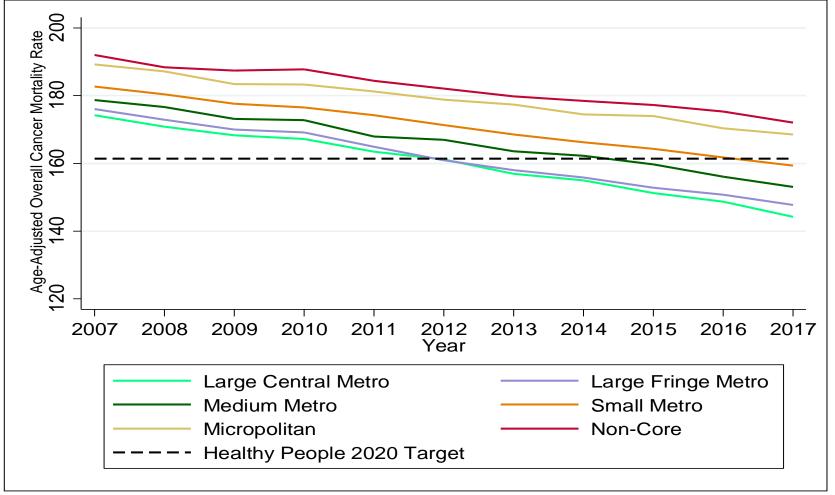








Overall Age Adjusted Cancer Deaths by Year









Rural Healthy People 2030

- Newest iteration of Rural Healthy People
- Survey fielded from July 12, 2021 February 14, 2022
- Rural stakeholders: individuals who work to improve the lives and health of rural Americans
- Approximately 1300 rural stakeholders weighed in on their top 10 Healthy People priorities for rural America
- Survey starts with Healthy People objectives; we also include lots of new research questions







Survey Administration

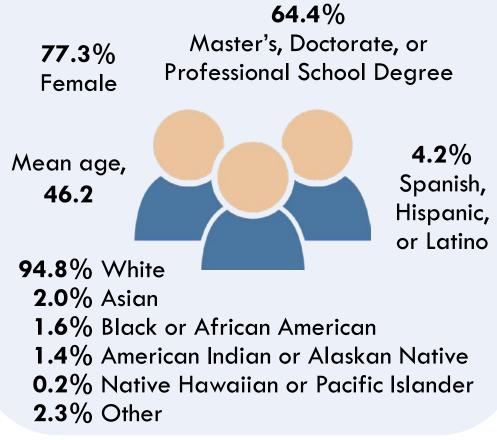
- Snowball sampling participants suggest other participants
- Emails to all who have previously downloaded RHP 2020
- Partnerships with relevant organizations
 - National Rural Health Association (NRHA)
 - The American Hospital Association (AHA)
 - Federal Office of Rural Health Policy (FORHP)
 - National Organization of State Offices of Rural Health (NOSORH)
 - The Centers for Disease Control and Prevention (CDC)
 - United States Department of Agriculture (USDA)
 - National Association of Rural Health Clinics (NARHC)
 - Catholic Health Associates
 - National Association of County and City Health Officials (NACCHO)
 - State Office of Rural Health (SORH) program officers







RHP 2030 Sample Demographics



Participation from Numerous Sectors

Ex.) Healthcare, Education, Human Services, Media, and Housing

~51% Work within a Rural Health Clinic or Rural Hospital



>100 Professions

Other (22.8%), Health Care Administrator (20.7%), Nurse (11.7%), Health Educator (6.3%), Physician (6.1%), Researcher (5.0%), University Professor (4.5%), etc.





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Number of RHP 2030 Responses by State and Census Region (n= 993 not missing / 1,238)

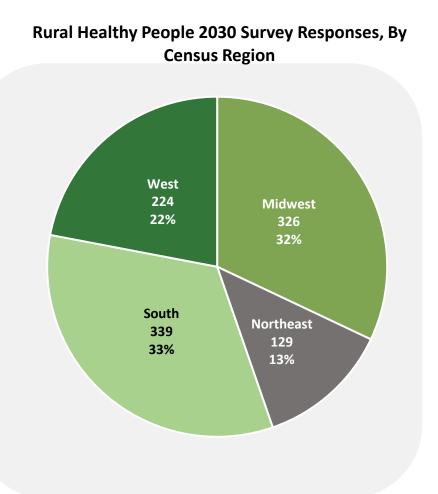
States with More than 15 Responses							
Texas (118) Iowa (46) New York (45) Idaho (43) Maryland (43) Montana (39) Minnesota (35)	Michigan (33) Missouri (33) Wisconsin (33) Michigan (31) Illinois (29) Oregon (29) Indiana (27)	Pennsylvania (25) Vermont (25) North Carolina (22) Washington (22) Kansas (21) California (20) Nebraska (18)	Tennessee (18) North Dakota (18) Ohio (17) Alabama (15) Oklahoma (15) Wyoming (15)				
	States with Fewer than 15 Responses						
Arkansas (14) Virginia (14) New Hampshire (14) Colorado (13) Kentucky (13) West Virginia (13) New Mexico (13)	South Dakota (13) Florida (12) Georgia (11) South Carolina (11) Louisiana (10) Maine (10) Nevada (10)	Arizona (9) Mississippi (9) Alaska (5) Utah (5) New Jersey (5) Massachusetts (4) Puerto Rico (3)	Delaware (1) Hawaii (1) Rhode Island (1) Connecticut (0) Washington D.C. (0)				

Note: States shown in orange text are those that we feel are currently comparatively underrepresented in our sample.



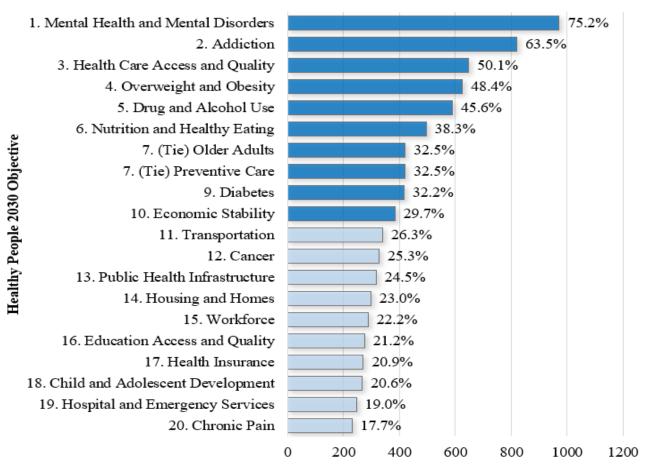


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RHP 2030 Top 20 Healthy People Priorities for Rural America (n=1,291)



Number of Rural Health Stakeholders (n=1,291) Selecting as a "Top 10"

Priority







Top Priorities by <u>Region</u> (n=1,018)

-	-	Ranking by Census Region				
	Rural Healthy People 2030 Top 20 Priorities, Overall	Midwest (n=326)	Northeast (n=129)	South (n=339)	West (n=224)	
1	Mental Health and Mental Disorders	1	1	1	1	
2	Addiction	2	2	2	2	
3	Health Care Access and Quality	3 (Tie)	4	4	3	
4	Overweight and Obesity	3 (Tie)	5	3	6 (Tie)	
5	Drug and Alcohol Use	5	3	5	4	
6	Nutrition and Healthy Eating	6 (Tie)	6	6 (Tie)	5	
7 (Tie)	Older Adults	10	8	9	6 (Tie)	
7 (Tie)	Preventive Care	8	10	8	8 (Tie)	
9	Diabetes	11	12 (Tie)	6 (Tie)	13	
10	Economic Stability	6 (Tie)	9	10	11	
11	Transportation	9	7	12	17	
12	Cancer	12	12 (Tie)	11	19	
13	Public Health Infrastructure	14	12 (Tie)	15	10	
14	Housing and Homes	15 (Tie)	11	17	8 (Tie)	
15	Workforce	13	16	21	11	
16	Education Access and Quality	20 (Tie)	15	13	15 (Tie)	
17	Health Insurance	17	20 (Tie)	19	15 (Tie)	
18	Child and Adolescent Development	23	17 (Tie)	18	18	
19	Hospital and Emergency Services	19	17 (Tie)	16	20	
20	Chronic Pain	20 (Tie)	34 (Tie)	24 (Tie)	14	









Top Priorities by <u>State Medicaid Expansion Status</u> (n=1,018)

		Ranking by Medicaid Expansion Status		
	Rural Healthy People 2030 Top 20 Priorities, Overall	Adopted (n=720)	Not Adopted (n=298)	
1	Mental Health and Mental Disorders	1	1	
2	Addiction	2	2	
3	Health Care Access and Quality	3	3	
4	Overweight and Obesity	4	4	
5	Drug and Alcohol Use	5	5	
6	Nutrition and Healthy Eating	6	7	
7 (Tie)	7 (Tie) Older Adults		8	
7 (Tie)	(Tie) Preventive Care		9	
9	Diabetes	11	6	
10	Economic Stability	9	10	
11	Transportation	10	12	
12	Cancer	13	11	
13	Public Health Infrastructure	12	13 (Tie)	
14	Housing and Homes	14	13 (Tie)	
15	Workforce	15	15	
16	16 Education Access and Quality		20	
17	17 Health Insurance		16 (Tie)	
18	Child and Adolescent Development	19	18	
19	Hospital and Emergency Services	18	16 (Tie)	
20	Chronic Pain	20	23	



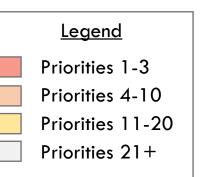






Top Priorities by <u>Race/Ethnicity (n=930</u>)

		Ranking by Race		
	Rural Healthy People 2030 Top 20 Priorities, Overall	White (n=867)	Non- White (n=63)	
1	Mental Health and Mental Disorders	1	1	
2	Addiction	2	2	
3	Health Care Access and Quality	3	5	
4	Overweight and Obesity	4	4	
5	Drug and Alcohol Use	5	9 (Tie)	
6	Nutrition and Healthy Eating	6	3	
7 (Tie)	Older Adults	7	6	
7 (Tie)	Preventive Care	9	7	
9	Diabetes	10	8	
10	Economic Stability	8	9 (Tie)	
11	Transportation	11	16 (Tie)	
12	Cancer	14	14	
13	Public Health Infrastructure	12	11 (Tie)	
14	Housing and Homes	13	22 (Tie)	
15	Workforce	15	11 (Tie)	
16	Education Access and Quality	16	11 (Tie)	
17	Health Insurance	18	16 (Tie)	
18	Child and Adolescent Development	19	28 (Tie)	
19	Hospital and Emergency Services	17	22 (Tie)	
20	Chronic Pain	22	25 (Tie)	









Top Priorities by <u>Field of Employment (n=990)</u>

			Ranking b	y Field of En	nployment		
	Rural Healthy People 2030 Top 20 Priorities, Overall	Education (n=129)	Govt. and Public Admin. (n=56)	Health Care (n=602)	Human Services (n=96)	Other* (n=107)	
1	Mental Health and Mental Disorders	1	1	1	1	1	
2	Addiction	2	2	2	2	2	
3	Health Care Access and Quality	3	3	4	4	3	
4	Overweight and Obesity	4	6	3	9	4	
5	Drug and Alcohol Use	5 (Tie)	4	5	3	7	
6	Nutrition and Healthy Eating	7	10	6	8	5	
7 (Tie)	Older Adults	5 (Tie)	5	9	13	10	
7 (Tie)	Preventive Care	10	14 (Tie)	8	18 (Tie)	8	
9	Diabetes	13 (Tie)	16	7	38 (Tie)	13 (Tie)	
10	Economic Stability	12	7 (Tie)	10	6	9	
11	Transportation	18	7 (Tie)	11	7	15 (Tie)	
12	Cancer	11	18 (Tie)	12	24 (Tie)	13 (Tie)	
13	Public Health Infrastructure	8	7 (Tie)	16	11 (Tie)	6	
14	Housing and Homes	15 (Tie)	11	18 (Tie)	5	11 (Tie)	
15	Workforce	15 (Tie)	12	13	21 (Tie)	11 (Tie)	
16	Education Access and Quality	9	27 (Tie)	21	11 (Tie)	15 (Tie)	
17	Health Insurance	17	20 (Tie)	17	15 (Tie)	18 (Tie)	
18	Child and Adolescent Development	13 (Tie)	14 (Tie)	22 (Tie)	10	22 (Tie)	
19	Hospital and Emergency Services	19	13	18 (Tie)	28 (Tie)	21	
20	Chronic Pain	42 (Tie)	42 (Tie)	14	28 (Tie)	26	
* "Othe	* "Other" category includes respondents who selected "Agriculture" (n=12) "Business Management and						

Legend Priorities 1-3 Priorities 4-10 Priorities 11-20 Priorities 21+

* "Other" category includes respondents who selected "Agriculture" (n=12), "Business Management and Administration" (n=16), "Housing" (n=2), or "Media" (n=1) as their field of employment, in addition to those who explicitly selected "Other" (n=76).







Top Priorities by Work Setting (n=801')

		Ranking by Rural Stakeholder Organization				
	Rural Healthy People 2030 Top 20 Priorities, Overall	Critical Access Hospital (n=162)	Federally Qualified Health Center (FQHC) (n=56)	Rural Health Clinic (n=281)	Rural Hospital (n=213)	Rural Public Health Agency (n=89)
1	Mental Health and Mental Disorders	1	1	1	1	1
2	Addiction	2	2	2	2	2
3	Health Care Access and Quality	4	4	5 (Tie)	4	3
4	Overweight and Obesity	3	3	3	3	5
5	Drug and Alcohol Use	5	7 (Tie)	5 (Tie)	5	4
6	Nutrition and Healthy Eating	7	5	7 (Tie)	6	7
7 (Tie)	Older Adults	10	9 (Tie)	11	9 (Tie)	8
7 (Tie)	Preventive Care	6	11 (Tie)	7 (Tie)	8	13 (Tie)
9	Diabetes	8	11 (Tie)	4	7	10 (Tie)
10	Economic Stability	9	6	15 (Tie)	12	12
11	Transportation	11	11 (Tie)	12 (Tie)	9 (Tie)	10 (Tie)
12	Cancer	12	29 (Tie)	10	11	20
13	Public Health Infrastructure	18 (Tie)	17 (Tie)	20 (Tie)	26 (Tie)	6
14	Housing and Homes	20	9 (Tie)	28	18	9
15	Workforce	13 (Tie)	7 (Tie)	22	13	16
16	Education Access and Quality	23	20	25 (Tie)	15 (Tie)	21 (Tie)
17	Health Insurance	16 (Tie)	17 (Tie)	12 (Tie)	15 (Tie)	26 (Tie)
18	Child and Adolescent Development	21 (Tie)	21 (Tie)	17	20	13 (Tie)
19	Hospital and Emergency Services	13 (Tie)	25 (Tie)	20 (Tie)	14	29 (Tie)
20	Chronic Pain	15	25 (Tie)	9	15 (Tie)	19



¹We received 953 responses to the question, "Please indicate if you work in any of the following settings". However, just 5 of the 14 response options are shown here, both to protect respondents' privacy and for brevity.





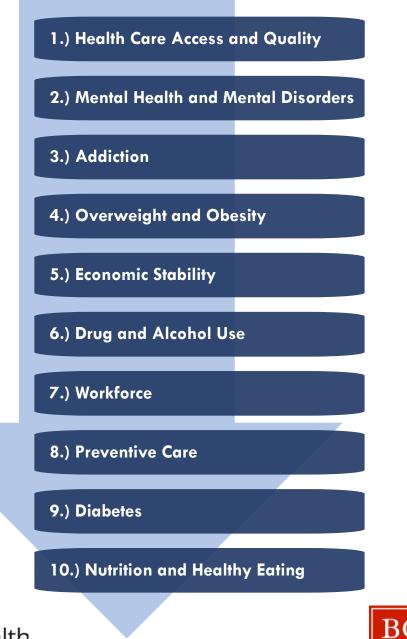


Ranked Priorities

- Respondents were also asked to rank their HP priorities in terms of importance for rural America
 - 1st choices were assigned 3 points, 2nd choices were assigned 2 points, 3rd choices given 1 point
 - The total number of points given to each priority were used to create an overall ranking
- "Health Care Access and Quality" was most frequently ranked first (20.9%)
- "Mental Health and Mental Disorders" was most frequently ranked second and third (12.5% and 10.6%, respectively)







RHP 2030 Key Take-Aways

- For the third decade in a row, RHP survey respondents are ranking **access to health care as the number one public health priority** for rural America
- Selected priorities are often but not always consistent across census regions, demographics, or industries
- Both overall and across all census regions, more respondents are including "Mental Health and Mental Disorders" and "Addiction" in their list of top 10 public health priorities, than access to health care
- While health access remains a highly concerning issue in many rural areas, mental health and substance use disorders have become even more ubiquitous

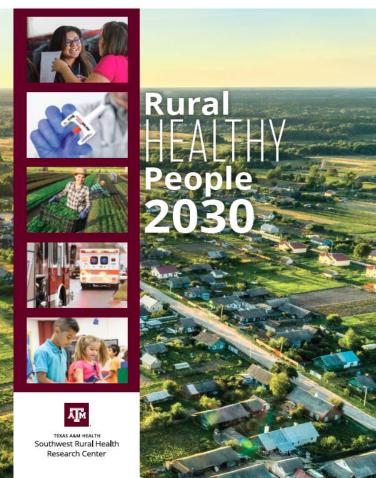






Exciting News – The Rural Healthy People 2030 Volume is Live!

- <u>https://srhrc.tamu.edu</u>
- Free to download
- Hard copies can be requested on January 24th, 2024 (check for a request button on our website or email Natasha Johnson at <u>nyjohnson@tamu.edu</u>)
- Follow us on X (formerly Twitter): @SouthwestRHRC
- Feel free to share on your social media platforms!









Rural Healthy People 2030 Represents a Team Effort

- 20 total chapters and research teams
- Extensive searches of peer-reviewed and grey literature published over the last decade
- Over 65 authors on chapters representing universities including Texas A&M, Boston University, University of Central Florida, East Carolina University, University of Alabama Birmingham, and University of South Carolina
- Subject matter experts contributed to each chapter
- Authors represented various fields including public health, nursing, medicine, education and human development, and political science







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For more than 30 years, the Rural Health Research Centers have been conducting research on healthcare in rural areas.



The Rural Health Research Gateway ensures this research lands in the hands of our rural leaders.

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